

Summary of the 2023 National Community Survey (NCS) Results

October 24, 2023
City Council Workshop

BACKGROUND ON THE NCS

- An affordable, comprehensive, statistically accurate survey solution for local governments.
- A collaboration of the National Research Center (NRC) at POLCO and the International City/County Management Association (ICMA). It's the "Gold Standard" in community assessments
- This benchmarking survey provides a comprehensive and accurate picture of livability and residents perspectives about local government services, policies and management.
- The survey captures residents' opinions and the results are based on resident perceptions
- Describes areas where the community believes things are going well and sheds lights on the areas that could benefit from improvement

ABOUT THE NCS

- The survey measures Hutchinson’s “livability”
- A “livable community” is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.
- There are 10 facets of a Livable Community:

<u>Safety</u>	<u>Mobility</u>	<u>Natural Environment</u>	<u>Community Design</u>	<u>Utilities</u>
Protection from danger or risk	Accessibility of a community by various modes of transportation	Resources and features native to a community	Design, construction & management of human-made space & structures	Water, gas, electricity services and internet access
<u>Economy</u>	<u>Parks & Recreation</u>	<u>Education, Arts and Culture</u>	<u>Inclusivity and Engagement</u>	<u>Health and Wellness</u>
Maintenance of a diverse economy	Opportunities for recreation and natural resources	Learning, enrichment and workforce readiness for all ages	Quality and frequency of social interactions – feeling of belonging	Services having a direct impact on the health and wellness of a community

ABOUT THE NCS

- Along with measuring the “livability” of the Community, they also asked questions regarding the quality of life, governance, and participation
- The City also asked a couple of custom questions

BASIS OF THE SURVEY

- The survey takes into account that “great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected”. The survey captures residents’ opinions on the community.
- There was 3,000 surveys that went out (largest selection ever), of those 3,000, 120 (4%) were returned. In the end, the results are the opinion of 761 residents (largest collection ever). Households were randomly selected and the survey has a margin of error of +/- 4%.
- 26% response rate (lowest ever)
- This is the 5th time the City has conducted the survey. The other four times were in 2007, 2011, 2015, and 2019. The survey looks at “life” in 2023 and also compares it to our results to previous years and a national “benchmark”
- Additionally, 74 opt-in online surveys were received (separate report)
- Demographic shift in survey respondents – 71% were 55+ (previous surveys were at 36%), 59% were female (previously at 52%), and 80% owned a home (previously at 70%)



LIVABILITY SURVEY RESULTS

QUALITY OF LIFE

"Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all."

- **84%** of the residents rated the overall quality of life in Hutchinson as excellent or good
 - Ratings similar to other communities across the nation
 - Rating was 79% in 2007, 78% in 2011, 79% in 2015, and 84% in 2019
 - Online was at 78%
- As in 2019, residents identified the Economy (89%) and Safety (86%) as priorities for the Hutchinson community in the coming two years. A third aspect was added to the list this year and that was the Overall Quality of the Utility Infrastructure (85%)
- The other 7 facets of a livable community also received positive and similar ratings to other communities

QUALITY OF LIFE

- **88%** of the residents rated the City as an excellent or good place to live
 - Ratings similar to other communities throughout the nation
 - 82% in 2007, 87% in 2011, 84% in 2015, and 90% in 2019
 - Online was at 82%
- **73%** had an excellent or good overall image of the community
 - Ratings similar to other communities throughout the nation
 - 72% in 2007, 73% in 2011, 69% in 2015, and 77% in 2019
 - Online was at 69%
- **88%** would recommend Hutchinson as a place to live
 - Ratings similar to other communities throughout the nation
 - 83% in 2011, 86% in 2015, and 87% in 2019
 - Online was at 84%
- **90%** plan to remain in Hutchinson for the next five years
 - Ratings similar to other communities throughout the nation
 - 79% in 2011, 84% in 2015, and 88% in 2019
 - Online was at 88%

ECONOMY FACET

"Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy"

- **68%** rated the overall economic health of the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 57% in 2015 and 67% in 2019
 - Online was at 62%
- **75%** would recommend Hutchinson as a place to work
 - Ratings similar to other communities throughout the nation
 - 66% in 2007, 50% in 2011, 67% in 2015, and 75% in 2019
 - Online was at 67%
- **64%** would recommend Hutchinson as a place to visit
 - Ratings similar to other communities throughout the nation
 - 57% in 2015 and 65% in 2019
 - Online was at 51%

ECONOMY FACET

Residents rated the following economic facets accordingly:

- The overall quality of business and service establishments increased from 56% in 2019 to 74% in 2023
- The vibrancy of the downtown/commercial areas increased from 42% in 2019 to 52% in 2023
- Employment opportunities increased from 55% in 2019 to 57% in 2023
- Shopping opportunities increased from 34% in 2019 to 47% in 2023
- Economic development services increased from 61% in 2019 to 63% in 2023
- The cost of living remained the same at 39%
- A new survey question regarding the variety of businesses and services establishments came in at 56%
- When asked, what impact, if any, do you think the economy will have on your family income in the next 6 months, 17% responded with an answer of very or somewhat positive, down from 28% in 2019.
- All of these have ratings similar to other communities throughout the nation

MOBILITY FACET

"The ease with which residents can move about their communities, whether or commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community."

- **63%** rated the overall quality of the City's transportation system as excellent or good
 - Ratings similar to other communities throughout the nation
 - First time this question was asked
 - Online was at 54%

Residents rated the following mobility facets accordingly:

- Traffic flow on major streets increased from **52% in 2019 to 53% in 2023**
- Ease of public parking increased from **68% in 2019 to 70% in 2023**
- Ease of travel by car increased from **78% in 2019 to 80% in 2023**
- Ease of travel by public transportation slightly decreased from **41% in 2019 to 38% in 2023**
- Ease of travel by bicycle increased from **75% in 2019 to 78% in 2023** (Rating is higher than other communities throughout the nation)

MOBILITY FACET

- Ease of walking remained steady at **85% in 2019 compared to 84% in 2023** (rating is higher than other communities throughout the nation)
- Traffic enforcement services decreased from **71% in 2019 to 65% in 2023**
- Traffic signal timing remained the same at **57%**
- Street repair services increased from **26% in 2019 to 43% in 2023**
- Street cleaning services increased from **58% in 2019 to 68% in 2023**
- Street lighting services decreased from **78% in 2019 to 74% in 2023**
- Snow removal services remained the same at **76%**
- Sidewalk maintenance slightly decreased from **66% in 2019 to 64% in 2023**
- Bus or transit services decreased from **49% in 2019 to 45% in 2023**
- **9%** of respondents noted that they use public transportation in the last 12 months instead of driving - **10% in 2019** (Rating is below other communities throughout the nation)
- **41%** carpooled in the last 12 months with other adults or children instead of driving – **38% in 2019**
- **62%** walked or biked instead of driving in the last 12 months – **64% in 2019**
- All of these have ratings (unless noted) similar to other communities throughout the nation

COMMUNITY DESIGN FACET

"A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces."

- **71%** rated the overall design or layout of residential and commercial areas as excellent or good
 - Ratings similar to other communities throughout the nation
 - 74% in 2019
 - Online was at 64%
- **80%** viewed their neighborhood as a good to excellent place to live
 - Ratings similar to other communities throughout the nation
 - 81% in 2007, 84% in 2011, 77% in 2015, and 80% in 2019
 - Online was at 82%

COMMUNITY DESIGN FACET

Residents rated the following community design facets accordingly:

- Public places where people want to spend time decreased from 78% in 2019 to 71% in 2023
- The variety of housing options decreased from 59% in 2019 to 48% in 2023
- The availability of affordable quality housing decreased from 43% in 2019 to 28% in 2023
- The overall quality of new development slightly increased from 58% in 2019 to 60% in 2023
- The overall appearance of the City decreased from 89% in 2019 to 83% in 2023
- Well-planned residential growth had a first-time rating of 68% (rating is higher than other communities throughout the nation)
- Well-planned commercial growth had a first-time rating of 60% (rating is higher than other communities throughout the nation)
- Well-designed neighborhoods had a first-time rating of 68%
- The preservation of the historical or cultural character of the community had a first-time rating of 76% (rating is higher than other communities throughout the nation)
- Land use, planning and zoning services decreased from 64% in 2019 to 56% in 2023
- Code enforcement services increased from 44% in 2019 to 49% in 2023
- All of these have ratings (unless noted) similar to other communities throughout the nation

UTILITIES FACET

"Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve."

- **83%** rated the overall quality of the City's utility infrastructure as excellent or good
 - Ratings higher than other communities throughout the nation
 - First time this question was asked
 - Online was at 76%

Residents rated the following utilities facets accordingly:

- Garbage collection services slightly increased from **86% in 2019 to 87% in 2023**
- Drinking water services increased from **78% in 2019 to 84% in 2023**
- Sewer services slightly decreased from **89% in 2019 to 88% in 2023**
- Storm water management increased from **78% in 2019 to 86% in 2023** (Rating is higher than other communities throughout the nation)
- Power (electric and/or gas) services stayed the same at **89%**
- Utility billing services slightly decreased from **80% in 2019 to 78% in 2023**
- Affordable high-speed internet services had a first-time rating of **54%**
- All of these have ratings (unless noted) similar to other communities throughout the nation

SAFETY FACET

"Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life."

- **83%** rated the overall feeling of safety within the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 82% in 2015 and 88% in 2019
 - Online was at 83%
- **95%** feel safe in their neighborhood during the day
 - Ratings similar to other communities throughout the nation
 - 95% in 2007, 97% in 2011, 95% in 2015, and 97% in 2019
 - Online was at 97%
- **93%** feel safe in the downtown/commercial area during the day
 - Ratings similar to other communities throughout the nation
 - 95% in 2007, 96% in 2011, 95% in 2015, and 96% in 2019
 - Online was at 97%

SAFETY FACET

- **84%** feel safe from property crime
 - Ratings similar to other communities throughout the nation
 - 59% in 2011 and 75% in 2015
 - Online was at 83%
- **89%** feel safe from violent crime
 - Ratings similar to other communities throughout the nation
 - 75% in 2011 and 87% in 2015
 - Online was at 90%
- **86%** feel safe from fire, flood or other natural disasters
 - Ratings similar to other communities throughout the nation
 - First time being asked
 - Online was at 93%

SAFETY FACET

Residents rated the following safety facets accordingly:

- Police services decreased from 87% in 2019 to 82% in 2023
- Crime prevention services remained the same at 77%
- Animal control services slightly increased from 66% in 2019 to 68% in 2023
- Ambulance or emergency medical services slightly decreased from 88% in 2019 to 86% in 2023
- Fire services decreased from 96% in 2019 to 89% in 2023
- Fire prevention and education services decreased from 85% in 2019 to 79% in 2023
- Emergency preparedness slightly increased from 68% in 2019 to 69% in 2023
- All of these have ratings similar to other communities throughout the nation

NATURAL ENVIRONMENT FACET

"The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on the quality of life".

- **84%** rated the overall quality of the natural environment within the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 87% in 2015 and 87% in 2019
 - Online was at 80%

Residents rated the following natural environment facets accordingly:

- The cleanliness of the City slightly decreased from **86% in 2019 to 85% in 2023**
- Water resources had a first time rating of **65%**
- Air quality slightly decreased from **79% in 2019 to 77% in 2023**
- The preservation of natural areas increased from **70% in 2019 to 76% in 2023**
- The quality of Hutchinson's open spaces increased from **65% in 2019 to 76% in 2023**
- Recycling services decreased from **85% in 2019 to 78% in 2023**
- Yard waste pick-up services decreased from **88% in 2019 to 83% in 2023**
- All of these have ratings (unless noted) similar to other communities throughout the nation

PARKS & RECREATION FACET

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- **85%** rated the overall quality of parks and recreation opportunities within the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - First time question
 - Online was at 83%

Residents rated the following parks and recreation facets accordingly:

- Availability of paths and walking trails increased from **84% in 2019 to 88% in 2023** (Rating is higher than other communities throughout the nation)
- Fitness opportunities slightly decreased from **82% in 2019 to 81% in 2023**
- Recreational opportunities slightly increased from **89% in 2019 to 88% in 2023**
- The quality of city parks slightly increased from **88% in 2019 to 89% in 2023**
- Recreational programs/classes slightly decreased from **78% in 2019 to 76% in 2023**
- Recreational centers/facilities slightly decreased from **78% in 2019 to 76% in 2023**
- All of these have ratings (unless noted) similar to other communities throughout the nation

HEALTH & WELLNESS FACET

"The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall."

- **68%** rated the overall health and wellness opportunities within the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 73% in 2015 and 71% in 2019
 - Online was at 60%

Residents rated the following health and wellness facets accordingly:

- Availability of affordable quality food decreased from **73% in 2019 to 62% in 2023**
- Availability of affordable quality health care slightly decreased from **59% in 2019 to 58% in 2023**
- Availability of preventive health services slightly decreased from **63% in 2019 to 62% in 2023**
- Availability of affordable quality mental health care decreased from **58% in 2019 to 48% in 2023**
- Quality health services slightly increased from **68% in 2019 to 69% in 2023**
- Residents rated their overall health at **55%, down from 58% in 2019**
- All of these have ratings similar to other communities throughout the nation

EDUCATION, ARTS & CULTURE FACET

"Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community."

- **75%** rated the overall opportunities for education, culture and the arts within the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 66% in 2015 and 73% in 2019
 - Online was at 65%

Residents rated the following education, arts, and culture facets accordingly:

- Opportunities to attend cultural/arts/music activities increased from **66% in 2019 to 71% in 2023**
- The Community's support for the arts had a first-time rating of **70%**
- Availability of affordable quality childcare/preschool decreased from **51% in 2019 to 41% in 2023**
- Residents ratings on K-12 education decreased from **82% in 2019 to 73% in 2023**
- Adult educational opportunities decreased from **63% in 2019 to 57% in 2023**
- Opportunities to attend special events and festivals increased from **72% in 2019 to 75% in 2023**
- Public library services increased from **84% in 2019 to 90% in 2023**
- All of these have ratings similar to other communities throughout the nation

INCLUSIVITY & ENGAGEMENT FACET

"Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not."

- **58%** rated their connection and engagement with their community as excellent or good
 - Ratings similar to other communities throughout the nation
 - First time question
 - Online was at 49%
- **84%** viewed Hutchinson as a good to excellent place to raise children
 - Ratings similar to other communities throughout the nation
 - 80% in 2007, 81% in 2011, 83% in 2015, and 84% in 2019
 - Online was at 83%
- **68%** viewed Hutchinson as a good to excellent place to retire
 - Ratings similar to other communities throughout the nation
 - 57% in 2007, 62% in 2011, 60% in 2015, and 68% in 2019
 - Online was at 57%

INCLUSIVITY & ENGAGEMENT FACET

- **64%** rated Hutchinson's sense of community as good to excellent
 - Ratings similar to other communities throughout the nation
 - 60% in 2007, 64% in 2011, 58% in 2015, and 60% in 2019
 - Online was at 56%

Residents rated the following inclusivity and engagement facets accordingly:

- Hutchinson making all residents feel welcome had a first time rating of **67%**
- Hutchinson attracting people from diverse backgrounds had a first-time rating of **53%**
- Hutchinson valuing/respecting residents from diverse backgrounds had a first-time rating of **54%**
- Hutchinson taking care of vulnerable residents had a first-time rating of **61%**
- Hutchinson's sense of civic/community pride had a first-time rating of **67%**
- Neighborliness of residents had a slight increase from **58% in 2019 to 59% in 2023**
- Opportunities to participate in social events/activities increased from **63% in 2019 to 65% in 2023**
- Opportunities to volunteer stayed the same at **74%**
- Opportunities to participate in community matters stayed the same at **65%**

INCLUSIVITY & ENGAGEMENT FACET

- The openness and acceptance of the community toward people of diverse backgrounds decreased from **50% in 2019 to 48% in 2023**
- All of these have ratings similar to other communities throughout the nation

GOVERNANCE

"Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole."

- **74%** of residents rated the overall quality of services provided by the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 72% in 2007, 72% in 2011, 70% in 2015, and 78% in 2019
 - Online was at 77%
 - Federal Government received a rating of **35%**
- **82%** gave the City's customer service a positive rating
 - Ratings similar to other communities throughout the nation
 - 73% in 2007, 82% in 2011, 71% in 2015, and 78% in 2019
 - Online was at 82%

GOVERNANCE

- **70%** gave a positive rating in regards to value of public information services
 - Ratings similar to other communities throughout the nation
 - 65% in 2007, 73% in 2011, 69% in 2015, and 72% in 2019
 - Online was at 58%
- **52%** gave a positive rating in regards to value of services for taxes paid
 - Ratings similar to other communities throughout the nation
 - 43% in 2007, 41% in 2011, 43% in 2015, and 52% in 2019
 - Online was at 44%
- **59%** of residents rated the overall direction of the City as excellent or good
 - Ratings similar to other communities throughout the nation
 - 49% in 2007, 47% in 2011, 49% in 2015, and 59% in 2019
 - Online was at 51%
- **54%** stated that the City was welcoming of citizen involvement
 - Ratings similar to other communities throughout the nation
 - 53% in 2007, 42% in 2011, 44% in 2015, 53% in 2019
 - Online was at 40%

GOVERNANCE

- **51%** stated they were confident in City government
 - Ratings similar to other communities throughout the nation
 - 41% in 2015 and 55% in 2019
 - Online was at 47%
- **61%** stated that the City was acting in the best interest of Hutchinson
 - Ratings similar to other communities throughout the nation
 - 43% in 2015 and 58% in 2019
 - Online was at 56%
- **61%** stated that the City was being honest
 - Ratings similar to other communities throughout the nation
 - 47% in 2015 and 63% in 2019
 - Online was at 57%

GOVERNANCE

- **58%** stated that the City treats all residents fairly
 - Ratings similar to other communities throughout the nation
 - 43% in 2015 and 58% in 2019
 - Online was at 43%
- **55%** stated they felt the City was being open and transparent to the public
 - Ratings similar to other communities throughout the nation
 - First time question
 - Online was at 50%
- **51%** stated that the City was informing residents about issues facing the community
 - Ratings similar to other communities throughout the nation
 - First time question
 - Online was at 41%
- **66%** stated that the City was treating residents with respect
 - Ratings similar to other communities throughout the nation
 - First time question
 - Online was at 54%

PARTICIPATION

"Connection to the Community and Elected Officials"

- **42%** of residents have contacted the City for help or information
 - Ratings similar to other communities throughout the nation
 - 60% in 2007, 53% in 2011, 40% in 2015, and 40% in 2019
 - Online was at 45%
- **11%** have contacted a Hutchinson elected official to express their opinion
 - Ratings similar to other communities throughout the nation
 - 15% in 2015, and 14% in 2019
 - Online was at 23%
- **11%** have attended a local public meeting
 - Ratings similar to other communities throughout the nation
 - 27% in 2007, 23% in 2011, 14% in 2015, and 16% in 2019
 - Online was at 23%

PARTICIPATION

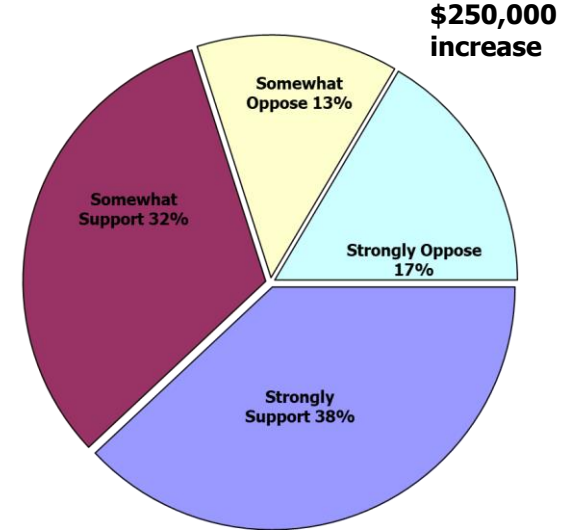
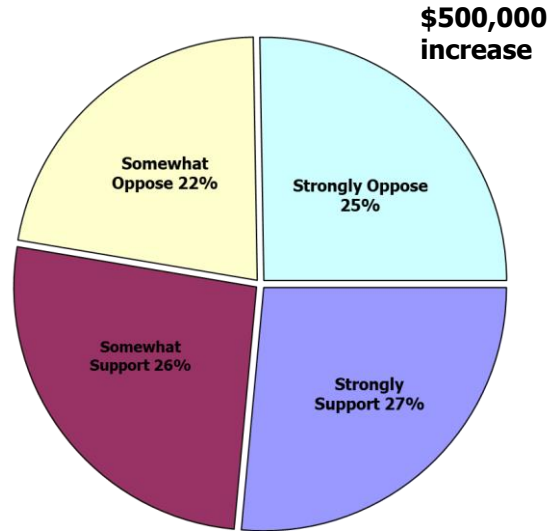
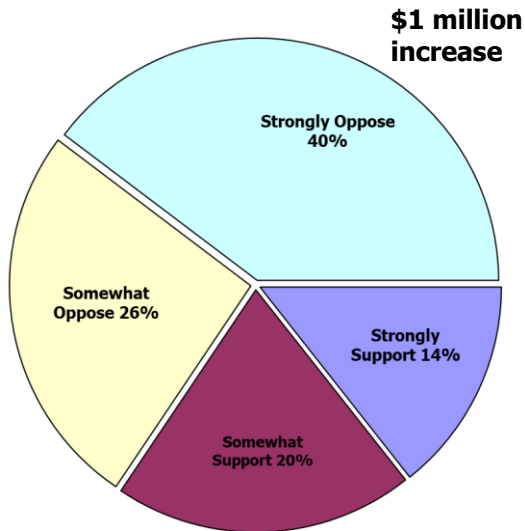
- **27%** have watched a local public meeting
 - Ratings similar to other communities throughout the nation
 - 61% in 2007, 55% in 2011, 33% in 2015, and 28% in 2019
 - Online was at 44%
- **44%** have volunteered their time to some group/activity
 - Ratings higher to other communities throughout the nation
 - 63% in 2007, 65% in 2011, 49% in 2015, and 48% in 2019
 - Online was at 61%
- **13%** have campaigned or advocated for a local issue, cause or candidate
 - Ratings similar to other communities throughout the nation
 - 16% in 2015 and 13% in 2019
 - Online was at 23%
- **76%** have voted in the most recent local election
 - Ratings similar to other communities throughout the nation
 - 73% in 2011 and 77% in 2015
 - Online was at 91%



CUSTOM QUESTIONS SURVEY RESULTS

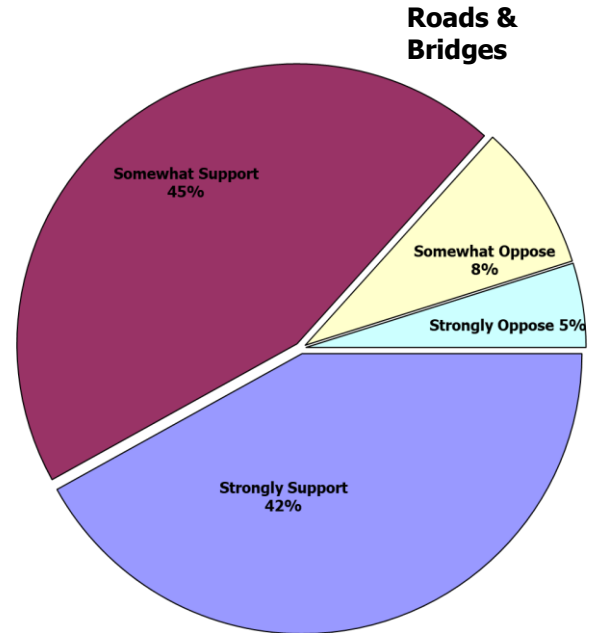
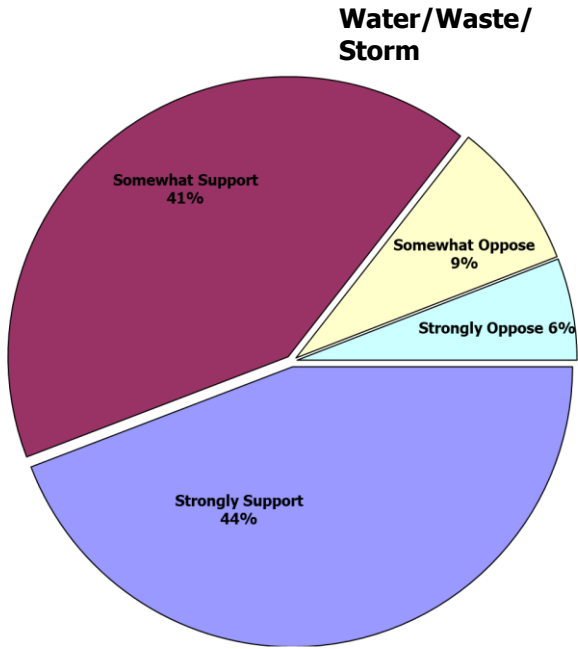
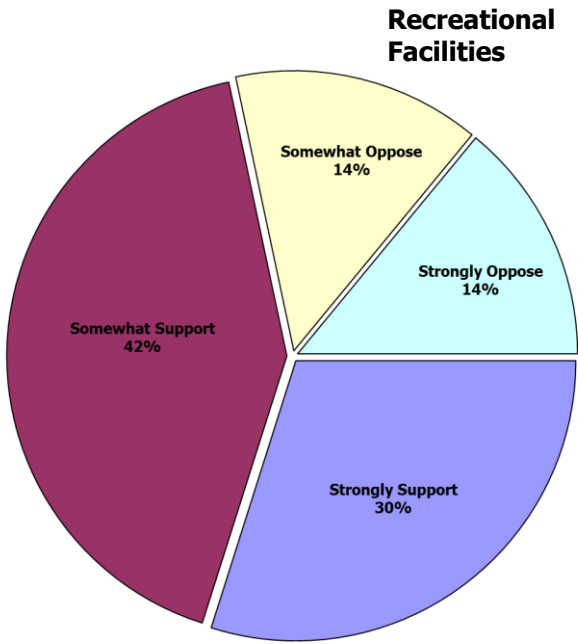
ADDITIONAL STREET TAX QUESTION

"Currently, the City spends about \$4 million a year on street repair and maintenance. In order to fund additional street repair and still maintain the current levels of all City-provided services and programs, additional tax revenue would be needed. How much of a property tax increase would you support or oppose if the revenue generated would be dedicated to fixing, repairing, and upgrading city streets and its related infrastructure?"



SALES TAX QUESTION

"If the sales tax were to be renewed, how much would you support or oppose using ;the funds collected for each of the following purposes?"



HOUSEHOLD QUESTIONS

- Only **1%** of the respondents own an electric vehicle (EV) or plug-in hybrid EV; **0%** own one or more EVs and plan to buy another one; **0%** own two or more EVs
- **15%** of the respondents do not currently own an EV but plan to buy one
- **83%** do not own or plan to buy an EV
- **1%** of the respondents plan to buy an EV in the next 0-12 months; **12%** in the next 1-5 years, and **11%** in the next 5+ years
- **80%** of the respondents almost always turn off lights and appliances when not in use and **17%** often do
- **81%** almost always utilize recycling collection and **12%** often do
- **57%** almost always utilize source separated compost collection and **14%** often do
- **57%** almost always set the thermostat lower in the winter and higher in the summer and **27%** often do



**IN CONCLUSION
(4 KEY FINDINGS)**

RATED HIGHER THAN THE NATIONAL BENCHMARK

Overall quality of the utility infrastructure – 83%

Ease of travel by bicycle – 78%

Ease of walking – 84%

Well-planned residential growth – 68%

Well-planned commercial growth – 60%

Preservation of the historical or cultural character of the community – 76%

Availability of paths and walking trails – 88%

Volunteered your time to some group/activity – 44%

Storm water management – 86%

Yard waste pick-up – 83%

RATED LOWER THAN THE NATIONAL BENCHMARK

Used public transportation instead of driving – 9%

Shop online – 36%

UPWARD TRENDS

Overall economic health – 57% to 67% to 68%

Overall opportunities for education, culture, and the arts – 66% to 73% to 75%

Recommend living in Hutchinson to someone who asks – 83% to 86% to 87% to 88%

Remain in Hutchinson for the next five years – 79% to 84% to 88% to 90%

Feeling safe from property crime – 59% to 75% to 84%

Feeling safe from violent crime – 75% to 87% to 89%

Vibrancy of downtown/commercial area – 41% to 42% to 52%

Ease of public parking – 56% to 68% to 70%

Ease of travel by car – 67% to 72% to 74% to 78% to 80%

Ease of travel by bicycle – 61% to 72% to 73% to 75% to 78%

Recreational opportunities – 57% to 64% to 64% to 72% to 73%

UPWARD TRENDS

Opportunities to attend cultural/arts/music activities – 39% to 42% to 59% to 66% to 71%

Neighborliness of residents – 52% to 58% to 59%

Opportunities to participate in social events and activities – 57% to 63% to 65%

Opportunities to attend special events and festivals – 64% to 72% to 75%

Storm water management – 73% to 76% to 76% to 78% to 86%

Emergency preparedness – 58% to 68% to 69%

Preservation of natural areas – 63% to 70% to 76%

Government generally acting in the best interest of the community – 43% to 58% to 61%

Importance of the Community to focus on the overall quality of natural environment – 74% to 76% to 77%

DOWNWARD TRENDS

Overall health and wellness opportunities – 73% to 71% to 68%

Ease of travel by public transportation – 42% to 41% to 38%

Contacted a Hutchinson Elected Official within the last 12 months – 15% to 14% to 11%

Watched a local public meeting over the last 12 months – 61% to 55% to 33% to 28% to 27%

Walked or biked instead of driving over the last 12 months – 65% to 64% to 62%

Importance of the Community to focus on the overall opportunities for education, culture and the arts – 81% to 80% to 73%

Importance of the Community to focus on Residents' connection and engagement with their community – 81% to 77% to 69%

SIGNIFICANT INCREASES FROM 2019 (6% or More)

- Overall quality of business and services establishments increased from **56% to 74%**
- Vibrancy of downtown/commercial area increased from **42% to 52%**
- Shopping opportunities increased from **34% to 47%**
- Street repair services increased from **26% to 43%**
- Street cleaning services increased from **58% to 68%**
- Drinking water services increased from **78% to 84%**
- Storm water management services increased from **78% to 86%**
- Preservation of natural areas increased from **70% to 76%**
- Hutchinson's open space increased from **65% to 76%**
- Public library services increased from **84% to 90%**

SIGNIFICANT DECREASES FROM 2019 (6% OR MORE)

- Public places where people want to spend time decreased from **78% to 71%**
- Variety of housing options decreased from **59% to 48%**
- Availability of affordable quality housing decreased from **43% to 28%**
- The overall appearance of the community decreased from **89% to 83%**
- Availability of affordable quality food decreased from **73% to 62%**
- Availability of affordable quality mental health care decreased from **58% to 48%**
- Availability of affordable quality childcare/preschool decreased from **51% to 41%**
- K-12 Education decreased from **82% to 73%**
- Adult educational opportunities decreased from **63% to 57%**
- Traffic enforcement decreased from **71% to 65%**
- Land use, planning and zoning services decreased from **64% to 56%**

SIGNIFICANT DECREASES FROM 2019 (6% OR MORE)

- Fire services decreased from **96% to 89%**
- Fire prevention and education services decreased from **85% to 79%**
- Recycling services decreased from **85% to 78%**
- Resident's feelings on the Federal Government decreased from **45% to 35%**
- Importance of the Community to focus on the overall opportunities for education, culture and the arts decreased from **80% to 73%**
- Importance of the Community to focus on Residents' connection and engagement with their community decreased from **77% to 69%**
- Resident's confidence in the economy to have a positive impact on their family income over the next 6 months decreased from **28% to 17%**

TOP RATED CITY SERVICES

1. Public library services had a positive rating at **90%**
2. Fire services had a positive rating at **89%**
3. City Parks had a positive rating at **89%**
4. Public Power (electric/gas) utility had a positive rating at **89%**

4 KEY FINDINGS

1. **While the economy remains a top priority for residents, perceptions of local businesses are on the rise.**

- As in 2019, the overall economic health of Hutchinson remained among the highest priorities for residents, and 7 in 10 residents continued to rate the local economy as excellent or good.
- Some individual areas of the economy saw strong gains since 2019 survey results: in particular, ratings for the overall quality of business and service establishments increased by almost 20% (from 56% to 74% excellent or good). Shopping opportunities trended upward by 13%, and the vibrancy of the downtown/commercial area increased by 10%, both receiving favorable marks from about half of survey respondents.
- All other survey items pertaining to the local economy held steady with previous results. Three-quarters of residents praised Hutchinson as a place to work, while roughly 6 in 10 positively rated Hutchinson as a place to visit.
- All items within this facet were on par with benchmark comparison communities across the nation.

4 KEY FINDINGS

2. Residents highlight the City's overall design and ease of mobility as a community strength.

- About 7 in 10 survey participants favorably reviewed the overall design or layout of Hutchinson's residential and commercial areas, holding steady with 2019 results and peer comparison communities.
- The city also received high marks for its well-designed neighborhoods (68% excellent or good) and public places where people want to spend time (71%).
- With regard to navigating throughout the city, a higher-than-average proportion of residents applauded the availability of paths and walking trails (88%), the ease of walking (84%) and the ease of travel by bicycle (78%) in Hutchinson. About 8 in 10 residents also provided positive assessments for the ease of travel by car, and 7 in 10 highly rated the ease of public parking.
- While most items pertaining to mobility in Hutchinson remained stable with prior survey results, notable increases were seen for both street repair (from 26% in 2019 to 43% in 2023) and street cleaning (58% to 68%).
- As the city continues to grow, most residents agreed that its growth is being well managed. Three-quarters were pleased with the preservation of the historical or cultural character of the community, scoring higher than the benchmark comparisons. At least two-thirds of residents offered excellent or good ratings to well-planned residential growth, and 60% did the same for well-planned commercial growth, both exceeding national averages.
- In addition, the overall quality of new development garnered positive reviews from 6 in 10, in line with comparison communities

4 KEY FINDINGS

3. Hutchinson residents appreciate the City's natural environment and offer insight into their own sustainability practices.

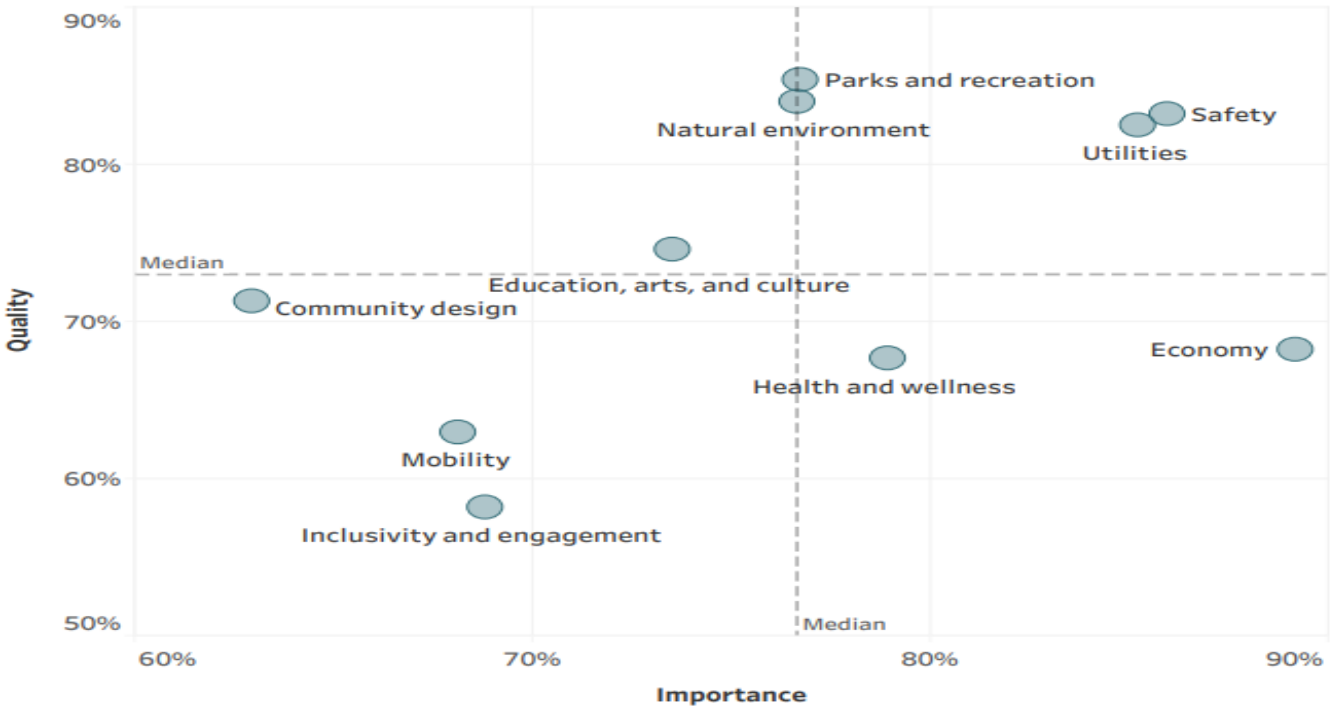
- The overall quality of the natural environment in Hutchinson was rated positively by 84% of respondents. The city received high marks for cleanliness (85% positive), yard waste pick-up services (83% excellent or good, higher than benchmark comparisons), recycling services (78%), and air quality (77%).
- Around three-quarters of residents also favorably rated the preservation of natural areas as well as Hutchinson open space, both of which saw noticeable upward trends from 2019 survey results.
- A custom question included in the survey sought to evaluate how frequently Hutchinson residents perform certain actions related to sustainability. Virtually all residents (97%) indicated that they often or almost always turn off lights and appliances when not in use, and 93% reported similarly frequent usage of recycling collection services. At least 8 in 10 said they regularly set the thermostat lower in the winter and higher in the summer, while 7 in 10 often or almost always utilize source separated compost collection services

4 KEY FINDINGS

4. Overall, ratings in Hutchinson for 2023 generally remained stable

- 84 of the 116 items for which comparisons were available were rated similarly in 2019 and 2023 (4% or less change)
- 12 items showed an increase in the ratings (5% or higher change)
- 22 items showed a decrease in the ratings (5% or higher change)
- 85% of the questioned asked received a positive response (50% or more rated it excellent/good or yes), the same percentage as in 2019

BALANCING PERFORMANCE & IMPORTANCE



NEXT STEPS

- There are no bad results – Intended to learn and improve
- Results offer insights into residents’ perspectives about the community as a whole
- Analyze results and identify areas to address
- Create an action plan if necessary
- Act on survey results! – Builds credibility
- Most Communities use the Results to:
 - **Envision** – Make strategic plans and set goals
 - **Engage** – Partner with residents, other agencies
 - **Earmark** – Alter budgets, personnel or services
 - **Educate** – Communicate and reach out to residents
 - **Enact** – Create, alter and remove policies to promote community strengths
 - **Evaluate** – Track strengths and problems and evaluate progress

QUESTIONS/COMMENTS?

